

Welcome!



Enhancing the “Shop Local” Experience

with Elissa Hillary, Local First, Grand Rapids, MI

March 8, 2018

12 – 1 PM EST

1. **Be aware, phones are muted. Press *6 on your phone.**
2. **Use the chat feature to ask questions.** The questions will be compiled after the webinar, answered, then distributed by email to participants, along with a copy of the presentation.
3. **Please complete the Survey Monkey evaluation** that will be emailed after the webinar.
4. **Save the Date!>> July 16-18: Downtown Intersections in Harrisonburg;** registration will begin soon!



MAIN STREET AMERICA INSTITUTE™

COMMUNITY
TRANSFORMATION
LEADERSHIP
DEVELOPMENT

Enhancing the “Shop Local” Experience
Elissa Hillary, March 2018





Local First



Local First leads the development of an economy grounded in local ownership that meets the basic needs of people, builds local wealth and social capital, functions in harmony with our ecosystem, and encourages joyful community life.





Main Street's 4-Point Approach

- Build consensus and cooperation in the community.
- Promote the image and promise of district to shoppers, investors, businesses.
- Address the physical environment through design.
- Improve the commercial district economy.



Investment in Locally Owned Business is Key.



Defining Local

- Locally Owned
- Privately Held
- Headquartered in Community



Local Ownership is Key

- Andersonville Study
- Neighborhood's popularity was drawing interest from developers and chain businesses
- Local businesses were being priced out
- The character that created the community's success was threatened

Why Buy Local?

WHY BUY LOCAL?

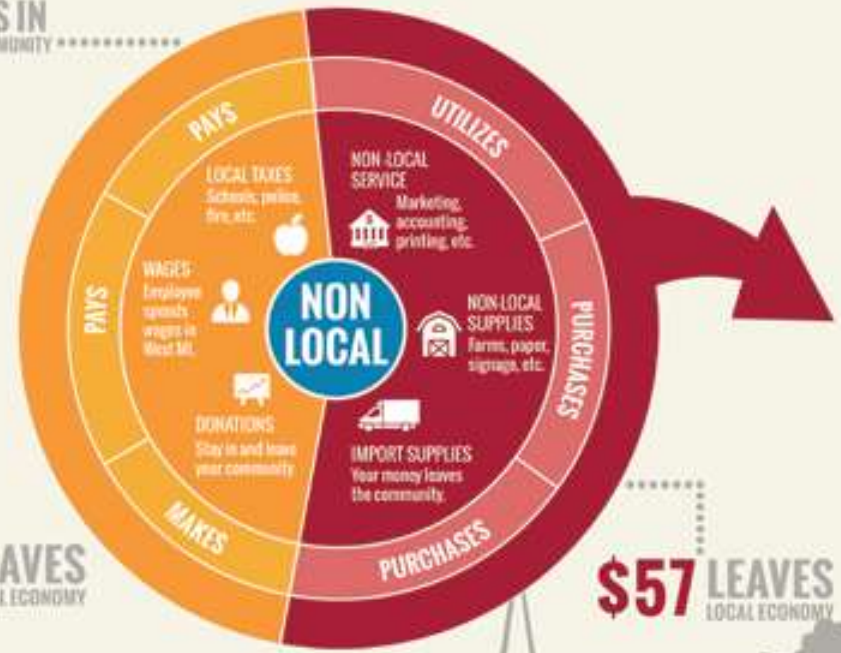
SPEND \$100 AT A LOCAL BUSINESS

\$68 STAYS IN
YOUR COMMUNITY



\$43 STAYS IN
YOUR COMMUNITY

SPEND \$100 AT A NON-LOCAL BUSINESS



\$32 LEAVES
LOCAL ECONOMY

\$57 LEAVES
LOCAL ECONOMY

Local Works!

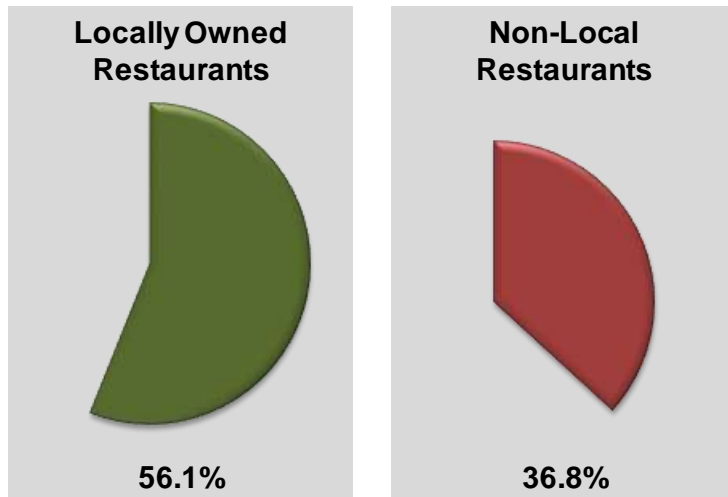
- Kent County, MI
- Completed in September 2008 by Civic Economics
- Calculated economic impact of locally owned and national merchants in four sectors:
 - pharmacies
 - grocery stores
 - full-service dining restaurants
 - banks

Local Works! Cont'd

- 73% more Money stays when you buy local
- Redirecting 10% of all Kent County Retail Sales to Local Merchants would result in the following:
 - **\$140 Million** in new economic activity
 - Over **1,600 new jobs**
 - Providing over **\$50 Million in new wages**



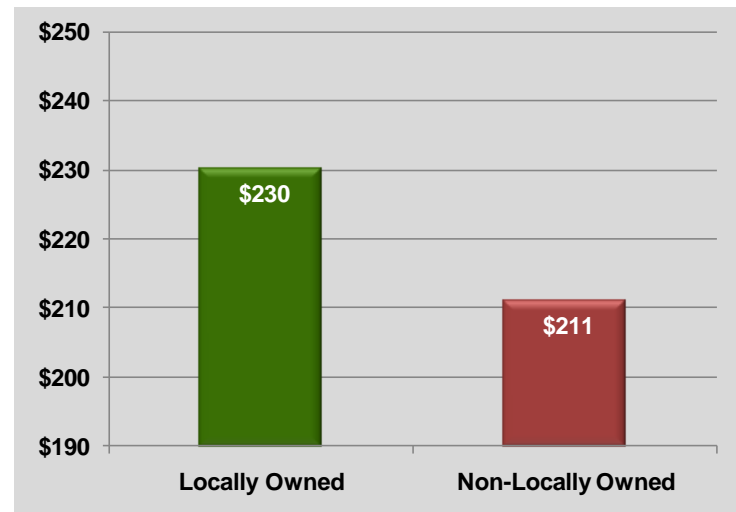
RESTAURANTS: LOCAL CIRCULATION BY REVENUE



Local Economic Advantage: 52.4%

SOURCE: Surveys and interviews with Grand Rapids businesses, 2007 Annual Reports for Darden and Landry's restaurant groups

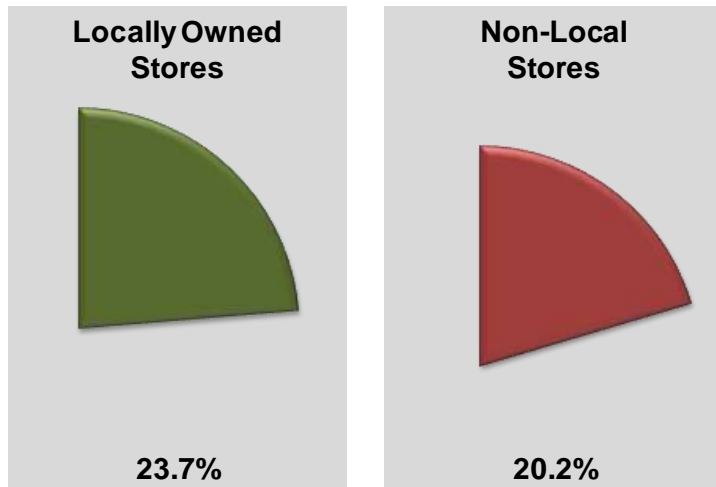
RESTAURANTS: LOCAL CIRCULATION PER SQ. FT.



Local Economic Advantage: 9.0%

SOURCE: Surveys and interviews with Grand Rapids businesses, 2007 Annual Reports for Kroger and Safeway supermarket corporations

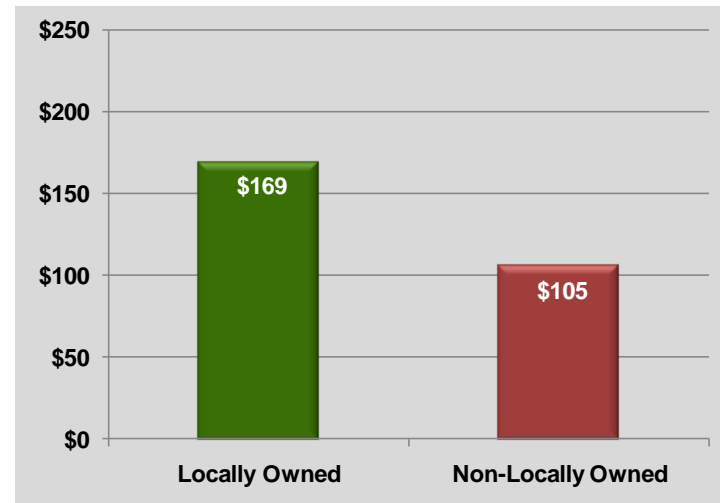
GROCERY: LOCAL CIRCULATION BY REVENUE



Local Economic Advantage: 17.0%

SOURCE: Surveys and interviews with Grand Rapids businesses, 2007 Annual Reports for Kroger and Safeway supermarket corporations

GROCERY: LOCAL CIRCULATION PER SQ. FT.



Local Economic Advantage: 60.9%

SOURCE: Surveys and interviews with Grand Rapids businesses, 2007 Annual Reports for Kroger and Safeway supermarket corporations

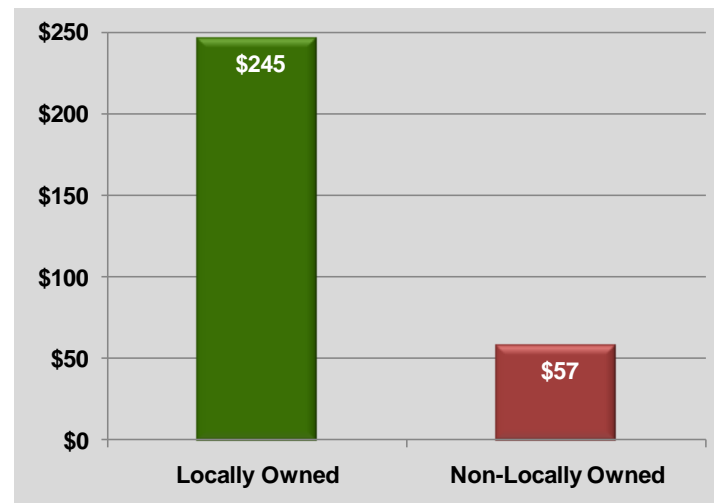
PHARMACIES: LOCAL CIRCULATION BY REVENUE



Local Economic Advantage: 77.0%

SOURCE: Surveys and interviews with Grand Rapids businesses, 2007 Annual Reports for Darden and Landry's restaurant groups

PHARMACIES: LOCAL CIRCULATION PER SQ. FT.



Local Economic Advantage: 329.8%

SOURCE: Surveys and interviews with Grand Rapids businesses, 2007 Annual Reports for Kroger and Safeway supermarket corporations

Create Character & Prosperity



Better Customer Service



Competition & Diversity = Choice



Competition & Diversity = Choice Cont'd



Invest in the Community



Build Healthy Communities



Launching a Local First Campaign

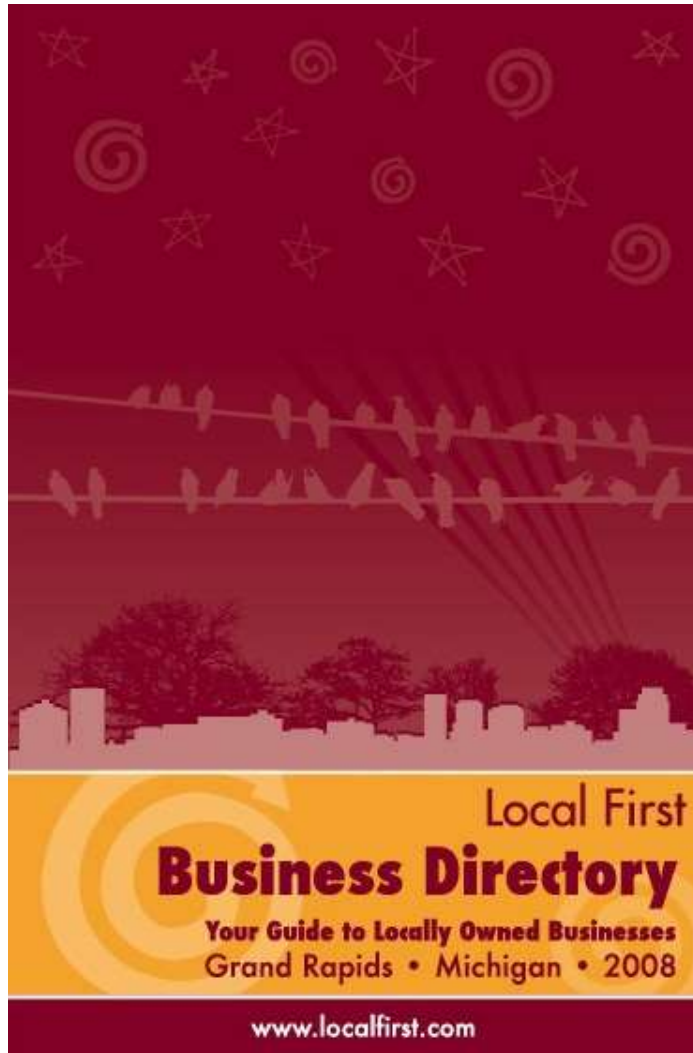


Getting Started

- Small group of businesses
- Community education
- Collaborative marketing pieces
- Finance
- Legal Structure

Window Clings



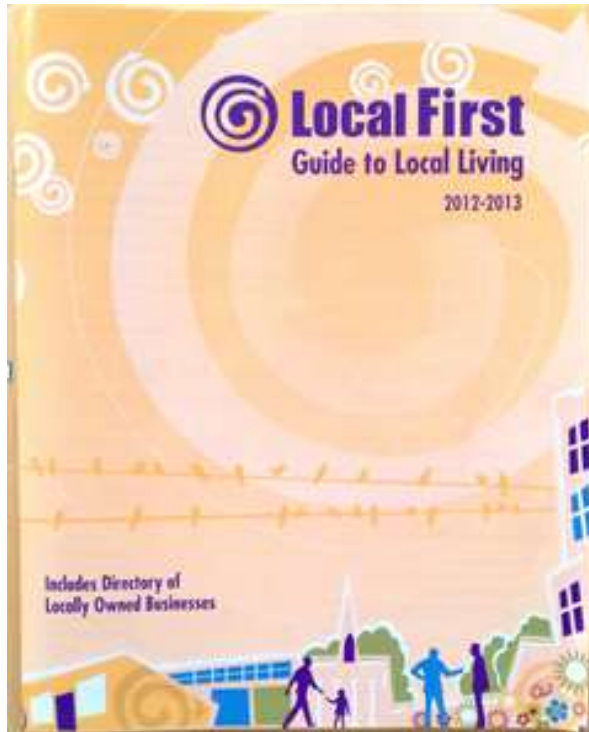


Directories

- **Print Directory:**
10,000 copies
- **Online Directory:**
40,000 unique visitors




Shopping Resources



Join Local First

Donate

 Impact

Measure
What Matters!



About

Discover

Join

Eat Local

Sustainability

Events

Stories

Contact

Local Treasure Box



Heard of Birchbox or Conscious Box?

Local First and Boxed GR are collaborating to offer the Local Treasure Box - a holiday gift box full of full size local products - all sourced from West Michigan retailers. This is a special edition version of Boxed GR's monthly subscription.

Featured Business

Brewery Vivant

view full directory

Search Our Business Directory



**attend
an event**

Save Money Locally!

**Only
\$15.00!**

Introducing
**The Local First
2009 Coupon Book**

Packed with money-saving offers from over
200 of your favorite locally owned businesses.



Give as a holiday gift, or save money on your holiday shopping!

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Contact Local First for bulk orders!

Media Campaigns



- Build Relationships
- Monthly Radio Spot
- Quarterly Column
- Co-marketing Ads
- Letters to Editor



Discover Your Local Treasure



DISCOVER YOUR
LOCAL
treasure



CLICK HERE
for Gift Ideas!

 **Local First**

DISCOVER YOUR
LOCAL
treasure



CLICK HERE
for Gift Ideas!

 **Local First**

DISCOVER YOUR
LOCAL
treasure



 **Local First**

**Roger Bergman's
Local Treasure**

My local treasure is Fortino's. When I shop locally I know that these dollars support not only the shop owner, but also his or her family, employees and then the greater community.

73% of money spent
at local businesses goes
back into the community

Learn more at
LocalTreasure.org

Discover Your Local Treasure



Building Relationships



Building Supply & Demand



Building Supply & Demand Cont'd



Celebrating Community



Sharing INsight



Inspiring Ideas



Change is Happening

Institute for Local Self Reliance

- 7th Year in a Row
- 77% reported increased awareness of the importance of supporting local biz
- 78% of biz reported an increase in annual sales (12.4% vs 2.4% nationally)
- 81% reported that our “buy local” campaign positively impacted their biz



Change is Happening Cont'd

Community Research Institute at GVSU

- 2 in 5 people in West Michigan recognize brand
- 68.5% preferred to shop at locally-owned biz
- 80.6% said that local biz made their community a unique place to live



Questions?

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